

IDEAS IN SOUND

AUDIO/VISUAL DIVISION OF HOKE COMMUNICATIONS INC.

June 8)

A THREE POINT CHECK LIST

MAINTAINING CASSETTE RECORDERS

- 1) OXIDE BUILD UP - Chemicals from recording tape will leave deposits on erase and playback heads of recorders. To achieve proper quality deposits should be removed after every eight hours of playing time. A cotton swab dipped in cleaning alcohol gently drawn across the face of the heads will remove any oxide deposits. A special cassette head cleaner pack is available at most local dealers.
- 2) HEAD DEMAGNETIZATION - Playback heads become charged (magnetized) by the friction of the magnetized tape running across the head face. This will cause the same effect of two like magnets repelling each other, preventing the tape from achieving full contact with the heads, giving very poor sound quality. Any standard head demagnetizer may be employed to demagnetize playback heads. Also available from local dealers.
- 3) HEAD LIFE - After 500 playing hours cassette manufacturers recommend changing heads. By that time friction has worn the heads enough to distort sound quality for both cassettes and machine.

BY FOLLOWING THESE THREE SIMPLE STEPS, YOU WILL HELP INSURE GOOD QUALITY WHEN YOU PLAY BACK YOUR CASSETTES AND EXTEND THE LIFE OF YOUR PLAYER.

Please send a catalog of your cassettes

Available on: ☐ DIRECT MARKETING

☐ FUND RAISING

Name _____

Firm/Co. _____

Street _____

City _____

State _____ Zip _____